

**Video Scoring Guide:**

Criteria		Poor	Average	Excellent
Storyboard/Planning (5)		<b>0-1</b> No plan.	<b>2-3</b> Sloppy storyboard.	<b>4-5</b> Professional storyboard w/descriptions and times.
Time requirements (2)		<b>0</b> Over designated time or half as long as should be.	<b>1</b> Just under.	<b>2</b> Meets requirements
Appropriate content (6)		<b>0-1</b> Not sure what product is. May be too “cute” to make me think of product/service.	<b>2-4</b> Missing some product/service info or contact info. Some media used may not be relevant or fit theme.	<b>5-6</b> Appropriate and relevant media used. Audience knows what product/service is and how/where to contact (if applicable).
Audio (5)	Levels	<b>0</b> Audio levels are not consistent and Audio captured is not quality may “jump”.	<b>1</b> Incorrect fade levels. Background music may be too loud to hear narration.	<b>2</b> Appropriate audio levels throughout.
Quality			<b>1-2</b> Quality could be better.	<b>3</b> Good quality audio.
Images/Video quality (5)			<b>1-3</b> Scanned images may have white lines around. Video may be too choppy or pixilated. Camera shaking.	<b>4-5</b> Good quality video and images. Beautiful day, steady hand.
Text quality (4)		<b>0-1</b> Little effort. Distracting. Poor choice of font type/color.	<b>2-3</b> Choice of font type/color could be better. May be a little hard to read.	<b>4</b> Efficient use of text. Easy to read. Font type agrees with theme.
Special Effects (superimposing and video effects) (5)		<b>0-1</b> Effects may be inappropriate.	<b>2</b> Some effects not working properly or not smooth.	<b>3-5</b> Smooth appropriate effects used.
Motion (5)		<b>0</b> Very fast or slow motion settings. Very distracting.	<b>1-2</b> Moving objects may be too fast or slow.	<b>3-5</b> Motion settings enhance video. May bring attention too important text/images.
Transition (2)		<b>0</b> Choppy or inappropriate.	<b>1</b> Some effects not working properly or not smooth.	<b>2</b> Smooth appropriate effects used.
Creativity/Overall Feel (6)		<b>0-1</b> Idea “copied” from real example. May be hard to follow. Multiple problems give bad feel.	<b>2-4</b> Average feel. Not convinced I should spend money for this product/service.	<b>5-6</b> Original, creative. Positive product portrayal
			<b>Total</b>	<b>45</b>

**Requirements:**

Use of Camcorder or VCR-Capture (1)	
File management (1)	
Project Settings (1)	
Output Settings (1)	
Feedback (1)	